Namdhari Group Expansion

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https://archive.org/details/namdhari

Namdhari's Group has grown from a seeds breeder, producer, and distributor to a food-integrated agribusiness. Since our inception, it has been our guiding belief that entrepreneurship is a powerful vehicle to 'do good'. We are committed to operating fairly, sustainably, and ethically across all our businesses with a clear purpose of "Grow Ourselves to Grow Communities."

The Group has used its unique strengths and accumulated knowledge to serve the market by focussing on four major segments i.e. seeds (namdhariseeds.com), fresh production - domestic & exports (namdharifresh.com), retail (simplinamdharis.com) and dairy (dairytales.com).

We are grateful for all that we have achieved thus far and are motivated more than ever to combine the strengths, technical know-how and learnings from our enriching past and apply it toward building a better and sustainable food future for all.

We have you covered from Seed to Table!

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Simpli Namdhari's, an omnichannel retailer and a part of the Namdhari's Group, recently launched the Simpli Namdhari's Xpress in Bengaluru.

Located across 3,000 square feet, Simpli Namdhari's Xpress offers residue-free and safe-for-consumption exotic fruits and vegetables, single-origin dairy products, staples, and "Simpli Good Food" prepared in the in-house live kitchen where one can enjoy healthy salads, cold-pressed juices and other short eats. The new store will be open from 8 am to 9:30 pm throughout the week.

A few glimpses from the store launch....

freshne
of our
farms in
every bite

simplinamdhari's
Xpress
100% VEG

Namdhari's Group
forays into the ready-to-cook segment

By Indiaretailing Bureau
-June 24, 2022

The Namdhari's Group recently added new product offerings to its portfolio with the launch of two new varieties of ready-to-make batters and chutney powders.

Gurmukh Roopra, CEO, Namdhari's Group commenting on the launch, said, "We have been observing this space for a while now and have seen a steady rise in demand, especially during the lockdown and thereafter. Currently, we are focusing on Bengaluru, as we believe there is a huge market for wet batter here. Also, making these batters available through our subscription model and early morning delivery schedules will add to the delivery experience of our existing 10, 000 plus app users too. Soon, the company plans to scale operations and make these products available across Hyderabad and Mumbai too.''

The products are available across Bengaluru at all Simpli Namdhari's and Namdhari's Fresh outlets. Simpli Subscribe customers can also order the batters and chutneys via the app along with 2,000 other products. Order before 10 p.m. the previous night and get assured delivery by 7 a.m. the next morning.

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Namdhari Group forays into ready-to-cook segment with batters and chutney powders

Tuesday, 28 June, 2022, 08 : 00 AM [IST]

Our Bureau, Bengaluru

Namdhari Group recently added new product offerings to its portfolio with the launch of two new varieties of ready-to-make batters and chutney powders

Owing to the busy lifestyle of the modern Indian workforce, their yearning for easy-to-prepare, authentic, and traditional food has seen steady traction in recent times. Understanding this pulse of the customer coupled with the company's legacy of providing 'safe for consumption' and 'residue-free' products, the group has launched two batter variants – Thoughtful Idly Dosa Batter and Thoughtful Millet Dosa Batter.

These batters are prepared traditionally but using RO water and low sodium salt. The ingredients are stone ground, preserving the vital nutrient quality of the grains and giving it the rich characteristic taste.

To give a complete authentic dosa and idly eating experience, the company has also announced the introduction of two classic chutney powders – Thoughtful Coconut Chutney Powder and Thoughtful Red Chilli Chutney Powder. Just add water and enjoy with piping hot idly or dosas. The chutney powders are prepared using natural ingredients. They contain no added colours or flavour.

Commenting on the launch, Gurmukh Roopra, CEO, Namdhari Group, said, “We have been observing this space for a while now and have seen a steady rise in demand, especially during the lockdown and thereafter. Currently, we are focusing on Bengaluru, as we believe there is a huge market for wet batter here. Also, making these batters available through our subscription model and early morning delivery schedules will add to the delivery experience of our existing 10, 000 plus app users too. Soon, the company plans to scale operations and make these products available across Hyderabad and Mumbai too.

A lot of thought has gone into creating a delightful customer experience. Basis feedback from customers, the company has opted for a boat-shaped, leak-proof packing that ensures the wet batter stays fresh and free from contamination for a longer period. The shelf-life of the product is 7 days.

The batter and chutney powders are available across Bengaluru at all outlets. Customers can also order the batters and chutneys via the app along with 2,000 other products. The company said that if orders are placed before 10pm the previous night and it will be able to ensure assured delivery by 7am. the next morning.

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Namdhari's celebrates World Tourism Day with a Week-long International Food Festival

HBI Staff | Hyderabad

September 20, 2022

Namdhari's Group, an omnichannel retailer with over 28 supermarkets across Bangalore is organizing a week-long International Food Festival at their Simpli Namdhari's & Simpli Good Food Cafes across all its stores in the city. A special vegetarian menu has been curated for the purpose, which includes food from seven different countries namely, Mexican (Loaded Vegetables Fatija Bowl), Singapore (Singapore Noodles Stir Fry with Curry Powder), Italy (Cannelloni Pasta), USA (Bean Burger), Japanese (Harusame Salad – Harusame is the Japanese name for glass noodles), Korea (Korean Chocolate Pudding) and Thai (Vegetable Stew). In addition, the store will be offering apples from Brazil, Italy, USA, asparagus and Dragon Fruit from Thailand, Blueberries from Peru, varieties of Mushroom from Thailand and China, Hass Avacado from Tanzania, East Africa, Kiwi and Rocket Apple from New Zealand. Lemon, Murcott Orange and Orange Valencia from South Africa along with a range of exotic fruits and vegetable exports from India.

"Simpli Namdhari's takes pride in providing its customers with a wide selection of fresh produce and foods

from around the world. It is the perfect opportunity for us to demonstrate that to our customers & enable them to fully experience it. In all of our stores, the International Food Festival will take place from the 20th to the 27th of September 2022. This initiative is in line with our strategy to give our customers high-quality world-class products, celebrate diversity and give our patrons a chance to appreciate world cuisine." said Gurmukh Roopra, CEO, Namdhari's Group.

As part of the international food festival, three special hampers – a Mexican Hamper, a Thai Hamper and a Korean Hamper – have been curated & will be available across all Simpli Namdhari's stores.

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